From: ehud barak <ehbarak1@gmail.com>
To: Collardi, Boris <boris.collardi@juliusbaer.com>
CC:
Date: Wed, 5/15/2013 2:28:12 PM
Subject: Re: Israel

Boris
I think it's very good idea.
In fact I assume that with proper preparation you can probably get a TV appearance as well.
I don't know who treats these for you in IL. The best guys I know are "Shalom Tel Aviv" led by Zamir Dahbash. Brilliant and effective young person who does PR/ Branding for Gov of the Central Bank Stanley Fischer as well as other leading institutions and individuals.
Enjoy Japan.
Best
Ehud

Sent from my iPhone

On May 15, 2013, at 12:44, "Collardi, Boris" <boris.collardi@juliusbaer.com> wrote:

> Good evening,
> What do you think ?
> Best,
> Boris
>
> ---
>
> **From**: Vonder Muehll, Jan
> **Sent**: Tuesday, May 14, 2013 02:06 PM
> **To**: Collardi, Boris
> **Cc**: Steinmann, Edith; Jaenecke, Sabine; Bielinski, Jan A.
> **Subject**: Israel
>
> Dear Boris
>
> We suggest to set up a high profile interview with Calcalist when you are in Israel at the Presidential Conference in June. The timing for this would be very good just before we announce the AC in Israel and the new license on 1 July to explain our global strategy and our USPs in the local market.
>
> Kind regards
> Jan
>
> _____
>
> Jan Vonder Mühll
> Head Corporate Communications
> Bank Julius Baer & Co. Ltd.
> Bahnhofstrasse 36, 8010 Zürich, Switzerland
> Phone +41 (0)58 888 53 50, Fax +41 (0)58 888 51 44
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>
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